

## **2006 MICHIGAN AG EXPORTER OF THE YEAR APPLICATION**

On behalf of Michigan's agri-business community, the Michigan Department of Agriculture (MDA) wishes to recognize our leading exporters in the category of Food and Agriculture products.

Michigan food producers, manufacturers or shippers of good reputation and good standing in the business community, who are aggressively pursuing international markets and increasing export sales, are eligible for the Ag Exporter of the Year Award.

Each applicant is asked to submit, in two pages or less, a written response about the company's international marketing activities and export history. The written response should cover the following topics and any additional information about the company's international marketing plans that make the company successful. Please describe the company's international activities including:

1. List and explain the products currently being exported
2. List markets to which the company is activity exporting
3. Describe how the company identified potential export opportunities and decided to start exporting
4. Explain how the company dealt with the rules and regulations encountered in exporting
5. Describe how the company has expanded their export sales and added new markets
6. Explain any unique characteristics or ways in which the company brands products to compete in the export market
7. Describe any alliances the company has built to be successful in exporting (Please include any state, federal, or commodity organization programs that are utilized to expand exports)
8. Any other information that is important to the companies success not already explained

Letters of recommendation will also be accepted but are not required.

Please complete this form, sign it and return to: Michigan Department of Agriculture, International Marketing Program, P.O. Box 30017, Lansing, MI 48909. **APPLICATION DEADLINE** is March 26, 2007.

### **Company History**

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Tax ID #: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_

Year company was established: \_\_\_\_\_ # of employees: \_\_\_\_\_

Products covered in this application are over 50% grown, processed or manufactured in Michigan  
\_\_\_Yes \_\_\_No

Year company first exported: \_\_\_\_\_

Calculate growth in export sales since 2004:      2004 to 2005: \_\_\_\_\_ percent  
   2005 to 2006: \_\_\_\_\_ percent

Have your export sales created new Michigan jobs in 2006? NO YES, \_\_\_ number of new jobs

**I attest to the truthfulness, accuracy and completeness of the information contained in this application.**

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Your Title

\_\_\_\_\_  
Date